

FIG. 1

IMPLICIT VIEWER PROFILE 200

	FEATURE	POSITIVE COUNTS	NEGATIVE COUNTS
	<u>230</u>	<u>235</u>	<u>250</u>
205	TOTAL PROGRAMS	45	45
206	CHANNEL 2	10	0
207	CHANNEL 4	3	1
208	CHANNEL 7	4	4
		
209	SPORTS CHANNEL	10	0
....	MUSIC CHANNEL	1	0
		
210	MORNING PROGRAMS	2	2
211	EARLY AFTERNOON PROGRAMS	1	2
212	LATE AFTERNOON PROGRAMS	10	0
213	EVENING PROGRAMS	6	4
	...		

FIG. 2

PROGRAM DATABASE - 300

	DATE/TIME	CHANNEL	TITLE	GENRE	...	RECOMMENDER SCORE (R)	ADJUSTED RECOMMENDER SCORE (A)
305	<u>340</u> 11/18/99 -- 8:00 P.M.	<u>345</u> CH 1	<u>350</u> LUCY	<u>355</u> COMEDY		<u>370</u> 55	<u>380</u> 61
310	11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		78	78
320	...						
	11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		96	100

FIG. 3

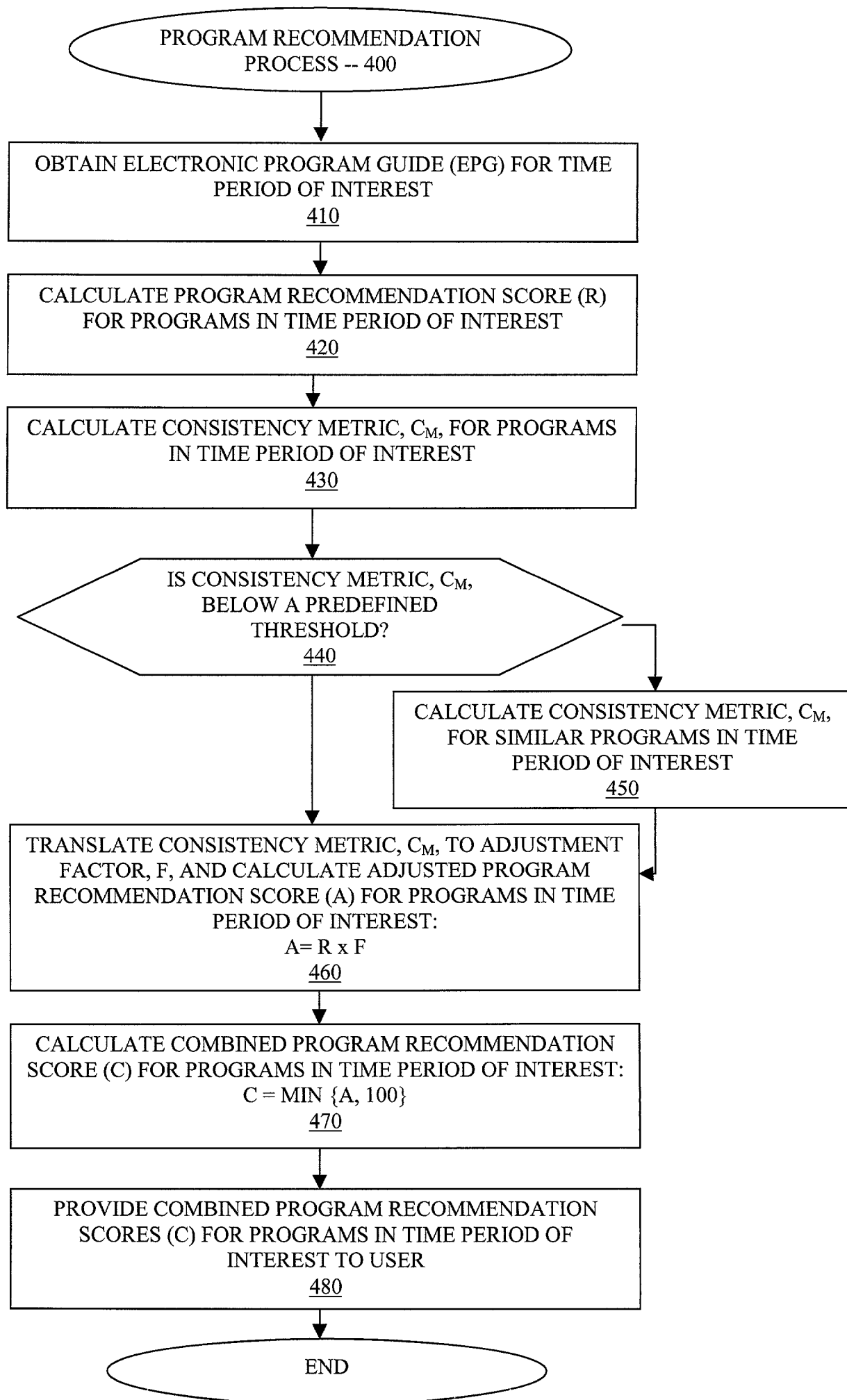


FIG. 4